CLAIMS:

1. A broadcast system including a plurality of broadcast receivers and a broadcasting device for broadcasting titles to the broadcast receivers using a near-video-on-demand broadcasting protocol;

the broadcasting device being operative to broadcast data blocks of a title via c parallel equal capacity channels of the broadcast system, where each broadcast channel is associated with a respective sequential channel number; a plurality of the broadcast channels including a plurality of time-sequentially interleaved sub-channels; the number of sub-channels in a channel being monotonous non-decreasing with the channel number; the sub-channels in a channel being associated with a respective sequential sub-channel number; the title being divided in a plurality of consecutive data block sequences; each block sequence being assigned to one respective sub-channel according to the channel number and sub-channel number; the broadcasting device being operative to repeatedly broadcast each block sequence in the assigned sub-channel;

the broadcast receiver having a capacity to simultaneously receive all sub-channels of a plurality r ($1<r\leq c$) of the channels; the broadcast receiver being operative to receive a title by starting reception of all sub-channels of the sequentially lowest r channels and each time in response to having received all blocks of the block sequence of a sub-channel of channel i terminate reception of the sub-channel in channel i and start reception of at least one sub-channel of channel $r+i$ until all block sequences have been received.

2. A broadcast system as claimed in claim 1, wherein the broadcasting device is operative to broadcast the data blocks assigned to the parallel channels synchronously using equal-duration time slots; each sub-channel of channel i being associated with at least one sub-channel of channel $r+i$ whose blocks are only being broadcast during time-slots used for broadcasting the associated sub-channel of channel i; the broadcast receiver being operative, in response to having received all blocks of the block sequence of a sub-channel of channel i, to start reception of an associated sub-channel of channel $r+i$ ($i \geq 1$).

3. A broadcast system as claimed in claim 1, wherein channel $i+r$ has a multiple M_i of sub-channels of the number of sub-channels in channel i; each sub-channel of channel i being associated with M_i sub-channels of channel $r+i$ whose blocks are only being broadcast during time-slots used for broadcasting the associated sub-channel of channel i; the broadcast receiver being operative in response to having received all blocks of the block sequence of a sub-channel of channel i start reception of the M_i associated sub-channels of channel $r+i$ ($i \geq 1$).

4. A broadcast system as claimed in claim 1 wherein the near-video-on-demand protocol is a fixed-delay pagoda broadcasting protocol.

5. A broadcast receiver for use in a broadcast system as claimed in claim 1 wherein a broadcasting device uses a near-video-on-demand broadcasting protocol for broadcasting data blocks of a title via c parallel equal capacity channels of the broadcast system, where each broadcast channel is associated with a respective sequential channel number; a plurality of the broadcast channels including a plurality of time-sequentially interleaved sub-channels; the number of sub-channels in a channel being monotonous non-decreasing with the channel number; the sub-channels in a channel being associated with a respective sequential sub-channel number; the title being divided in a plurality of consecutive data block sequences; each block sequence being assigned to one respective sub-channel according to the channel number and sub-channel number; the broadcasting device being operative to repeatedly broadcast each block sequence in the assigned sub-channel;

the broadcast receiver having a capacity to simultaneously receive all sub-channels of a plurality r ($1<r\leq c$) of the channels; the broadcast receiver being operative to receive a title by starting reception of all sub-channels of the sequentially lowest r channels and each time in response to having received all blocks of the block sequence of a sub-channel of channel i terminate reception of the sub-channel in channel i and start reception of at least one sub-channel of channel $r+i$ until all block sequences have been received.

6. A method of receiving broadcast data in a broadcast receiver for use in a broadcast system as claimed in claim 1 wherein a broadcasting device uses a near-video-on-demand broadcasting protocol for broadcasting data blocks of a title via c parallel equal capacity channels of the broadcast system, where each broadcast channel is associated with a respective sequential channel number; a plurality of the broadcast channels including a

plurality of time-sequentially interleaved sub-channels; the number of sub-channels in a channel being monotonous non-decreasing with the channel number; the sub-channels in a channel being associated with a respective sequential sub-channel number; the title being divided in a plurality of consecutive data block sequences; each block sequence being assigned to one respective sub-channel according to the channel number and sub-channel number; the broadcasting device being operative to repeatedly broadcast each block sequence in the assigned sub-channel;

the broadcast receiver having a capacity to simultaneously receive all sub-channels of a plurality r ($1<r\leq c$) of the channels;

the method including receiving a title by:

starting reception of all sub-channels of the sequentially lowest r channels; and

each time in response to having received all blocks of the block sequence of a sub-channel of channel i terminating reception of the sub-channel in channel i and starting reception of at least one sub-channel of channel $r+i$ until all block sequences have been received.

7. A computer program product operative to cause a processor to perform the steps of claim 6.